R.J. Reynolds Tobacco Company

S.G. STEEN
Division Sales Manager

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September 16, 1993

To: Mr. R.C. Farmer

Subject: **MERCHANDISING ARTICLE**

Dear Roger:

Enclosed please find photo's taken by ASR, C.R. Carletta. Chuck requested extra premiums to work around "The Classic Weekend" in Oswego, New York.

The classic weekend is an auto race held at the Oswego Speedway. The race draws about 50,000 people during the weekend, the majority of which camp out in the area.

Chuck along with his part-time promotional specialists placed 2000 premiums in 15 different locations. Chuck also managed to place some 100 different pieces of POS and PDI.

This was an excellent promotion, and any consideration you can give us with an article would be greatly appreciated.

Thank you.

Sincerely,

Keith/jb

K.L. Myers/T&D

KLM/jb
Enc.

cc: C.R. Carletta

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Source: https://www.industrydocuments.ucsf.edu/docs/zpfn0000